

# Cambridge Development and Alumni Relations Internship Programme 2023

## PROJECT SHOWCASE—8 SEPTEMBER 2023

### Issy Kaufman



I undertook a benchmarking project in the Culture & Collections team at University Development and Alumni Relations. I compared the Friends and Patrons schemes of our Cambridge collections (the Fitzwilliam Museum, Kettle's Yard, the Botanic Gardens, the University Library and the departmental museums) to comparable collections in the rest of the country. I provided recommendations for how we could generate more income from our schemes. I also compiled a potential donor list, which shows individuals that have previously donated to our Cambridge collections and/or to our comparators.

### Aala Hassan



I collaborated with the Advancement Communications Team at the University Development and Alumni Relations office on several projects regarding internal communications and external engagement. I was responsible for reworking the SharePoint Shared Media Library which included tagging images to ensure they can be easily found. I also created a report on how to improve the Shared Media Library for the betterment of the office. Further, I researched and compiled recommendations on how to better engage young alumni to attend the 2023 Alumni Festival through social media. I was also responsible for creating spoken citations for the Guild of Benefactors and engaged with constructive team feedback to ensure it was completed to the best quality before the deadline. Throughout my project, I created several social media posts, engaging with alumni stories and internal development offices communication.

### Matthew Jennings



Working in the development research and due diligence team, I undertook two prospecting projects. The first project focused on identifying potential donors (prospects) who could give gifts of £2m+ to the Cambridge Cancer Hospital. My research for this project involved: wealth analysis, background checks and extensive deep dives into prospect's philanthropic interests and their relationships with

Cambridge. This project resulted in the recommendation of six excellent prospects, all with ratings of at least £10m, to the incoming Cancer Fundraiser's prospect pool. The second project focused on gaining a better understanding of the AI/ML philanthropic landscape, and Cambridge's role within it. This project entailed identifying and evaluating prospects for AI/ML research at Cambridge and analysing past gifts and current solicitation cycles for AI/ML research. My most prominent findings were that Cambridge is behind its US contemporaries in terms of AI/ML fundraising and could be asking for larger gifts, and that when fundraising Cambridge's unique angle should be its amazing AI/ML ethics research.

### Rosanna Howell



I worked with the alumni engagement team in the University Development and Alumni Relations office to research young alumni engagement. My research aims to understand the reasons young alumni in the first ten years following graduation are less likely to engage. From my data, I will present and outline options for a renewed alumni engagement. I will share recommendations or suggest further improvement to alumni engagement for both undergraduate and postgraduate, phasing out of the era of Millennials and into the current era Gen Z, and very soon, Gen Alpha.

### Christopher George



'50 Years of Study, Service, and Solutions' - I have independently developed a three-year alumni engagement strategy for the School of Clinical Medicine (SCM). Starting in 2023 and ending with the 50th Anniversary of the School in 2026, the strategy includes detailed proposals for objectives, events, timelines, and communications. These specific elements are outlined within the

framework of the key themes of "study", "service", and "solutions". Informed by extensive stakeholder engagement, the recommendations detailed in this strategy reflects the ambitions of those in the SCM and the interests its alumni. Furthermore, this will bring us into step with our contemporaries at other leading institutions, including Harvard, Johns Hopkins, and Edinburgh; with the resultant opportunities for peer-networks and fundraising. A critical deliverable of this project was the identification of SCM alumni and subsequent analysis of their data. For the first time, we now have a comprehensive list of alumni, their contact information and locations. This will enable us to send targeted communications, accurately set targets, and more efficiently plan for events.

### Jordan Byrne



Based within the Talent Management team at the University Development and Alumni Relations office I have worked on two projects that have aimed to explore how EDIB can be embedded into current processes and practices. The first project focused on current recruitment practices and evaluated possible avenues for increasing diversity within the talent pool. The second project explored EDIB in relation to the current alumni relations programme and

identified common EDIB practices across the sector to provide recommendations going forward.



# Cambridge Development and Alumni Relations Internship Programme 2023

## PROJECT SHOWCASE - 8 SEPTEMBER 2023

### Elisha Dosanjh



I have been working with Churchill's brilliant development team to help fundraise from the 2000-2004 matriculants. By calling alumni from these years, I have connected them back with the College while also encouraging them to consider donating to the 2000-2004 Bursary Fund, which is a class gift for these year groups. I have thought about how to create tailored communications for each person I speak to and as a result, have raised

funds as well as the awareness for student support and widening participation at Churchill. The conversations I have had are more than simply asking for money; I have spoken to people who were so appreciative of the College getting in touch, hearing what college is like today and many have given me invaluable advice for my time at Cambridge and the future.

### Matthew Cresswell



For my internship, I have been working with the incredible team at Jesus College on three main projects. Firstly, I was responsible for creating a new legacies brochure for a mass mailing; this involved writing the text, helping to design the brochure (with accessibility guidelines and College house style in mind) and developing a new legacies webpage to accompany the

brochure. My second project involved the establishment of a volunteering programme manual – a living document containing policies, guidelines and communication templates for new alumni volunteering initiatives. As part of this, I also set up a new Alumni Volunteer of the Year Award to strengthen recognition and stewardship. I additionally laid out a reunion/class giving strategy as my third primary project, drawing on research from several other Colleges. Beyond these main projects, I have also overseen mini-projects comparing records of legacy donations with historical archives and the College Regulations, and updating the Giving section of the College website.

### Amma Spence Dennis



My project was research-focused and took place at the Development Office of Pembroke College, where I examined women's philanthropy and the College's engagement with its female alumni (alumnae). The aim of this project was to gain a better understanding of how Pembroke's alumnae give to the College, and how they can be better engaged as Pembroke approaches the 40th anniversary of admitting women, in 2024.

Quantitative donor and alumni data from the College database was analysed to reveal patterns of giving and engagement amongst both male and female alumni. Additionally, I had the opportunity to speak with alumnae and members of the Cambridge Development Community to further understand how and why women give. My project has culminated with a report that identifies insights gathered and recommendations for fundraising from and engagement with alumnae in the future.

### Katherine Skingle



At Lucy Cavendish, I have been working on improving understanding of young alumni engagement, and in particular, what motivates young alumni to give. This has been motivated by the unique context of the College, given that over 50% of Lucy alumni are under the age of 40. Under the title of the 'Prospect Pipeline Insights Project', I have taken two approaches to researching what will move

more young alumni through the 'pipeline' of giving. The first involved data analysis, using the Python programming language and Raiser's Edge software to produce a comprehensive set of metrics and data visualisations which give insight into the alumni base. The second strand of the project entailed concise alumni interviews, which were then qualitatively analysed to produce a list of suggestions for the College Development Team moving forwards into the future.

### Hope Rohse



During my internship at Downing College, I focused on increasing young alumni engagement through research, conducting data analysis to identify trends in engagement as well as developing communication strategies. The traditional fundraising model, characterized by marketing approaches and a call to "give back" and support Cambridge excellence, was successful with previous generations of donors.

However, it does not resonate with younger alumni, who are the first generation to pay tuition fees and have a different set of values and expectations. To address this, I suggest redefining young alumni as a transitional stage within one's alumni lifecycle, rather than a separate constituent group. This involves expanding the scope of Development to earlier stages of the cycle, such as the current students, and acknowledging the differences in individual experiences with the College.

### Tim Hales



My project took place in the Alumni & Networks Office at Wolfson College. I have undertaken a consultation with Wolfson's alumni and members to better understand how they want to engage with the College community, whether they are a current or former student. This involved conducting detailed quantitative analysis of the College's alumni and members database, leading interviews and focus

groups with alumni, fellows and students, and finally creating a survey for all members and analysing the 750+ responses it received. The culmination of this research has been my Final Consultation Report, which details my findings, makes some immediate recommendations and, more broadly, identifies alumni engagement strategy for the future, along with corresponding measures for success.

